

Case Study

Origin:	Dongguan City, CN
Destination:	Orinda, CA 94563
Weight:	7.8kg
Pickup Time and Date:	1500/20th, May
Delivery Requirement:	22nd/May

This shipment was a sensitive prototype for a consumer technology company. It was tendered in a small, custom crate that was locked down and could not be opened. Though the actual value of the shipment was only \$150, being a prototype, it was irreplicable.

Because of Covid service disruptions, our team decided to route the shipment as follows:

- 1: Pickup and exclusive drive to Hong Kong International Airport
- 2: 1st leg of the journey Hong Kong to London
- 3: Customs clearance required in London so that we could manage the airline transfer ourselves
- 4: 2nd leg of the journey London to New York Kennedy
- 5: Customs clearance in New York
- 6: 3rd leg of the journey from New York to San Francisco
- 7: Final leg of the journey an exclusive drive to Orinda, exact customer signature required

Additionally, images were required to be captured of the consignment upon pickup, upon exporting Hong Kong, after importation in London and after importation in New York. At each juncture of the shipment's journey the consignee was informed of its progress and an ETA was confirmed.

The actual schedule went as follows:

Pickup:	1500/20th (exact time)
Arrival Hong Kong:	1845/20th
Departure HKG:	0425/21st
Arrival LHR:	0945/21st
Departure LHR:	1850/21st
Arrival JFK:	2050/21st
Departure JFK:	0600/22nd
Arrival SFO:	0945/22nd
Final Delivery:	1230/22nd

The routing for this shipment was seemingly circuitous. However, given the sparse flight availability directly from Asia to the West Coast at this time in the pandemic, and given Worldnet's internal requirements for redundancy in case any flight encountered trouble, this routing strategy was deemed to be optimal for this consignment given its requirements.

The shipment had 24/7 proactive personal attention from stakeholders in Asia, Europe and the US. The intermediary clearances and airline transfers (as opposed to simply letting the airlines run the shipment through their system) were deliberate; for sensitive shipments like this, the airline conveyance system alone is not sufficient to allow for a high probability of success.